



**EFFECTIVENESS OF THE ROLE OF HALAL PRODUCT PROCESS COMPANION  
IN THE FREE HALAL CERTIFICATION SCHEME (SEHATI)  
IN A MULTICULTURAL SOCIETY FOR INDEPENDENT CLAIM BUSINESSES**

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**Abstract**

*The government, through the Halal Product Assurance Organizing Agency, issued a regulation on the obligation of halal certification for micro and small businesses. Halal Product Process Assistance (PPH) is aimed at helping MSME actors in Banyuwangi Regency. The Free Halal Certification Program (SEHATI) is a free program offered by the Ministry of Religious Affairs of the Republic of Indonesia through BPJPH. The program is one of the strategies for accelerating the increase in halal-certified MSME actors in Indonesia. This study aims to understand the role of halal product process companions and evaluate the effectiveness of their performance in increasing halal understanding and awareness among business actors related to halal certification. The data collection techniques used are observation, interviews, and documentation. Data analysis is done through data reduction and presentation, and conclusions are drawn. In order to realize the effectiveness of assistance, halal product process companions have implemented several methods. From various efforts that have been made, a result was found where halal awareness of business actors has been formed, as evidenced by the behaviour of business actors in choosing production materials that are guaranteed halal, production processes that are by Sharia, and the willingness to provide halal guarantees on the products produced.*

**Keywords:** : *Effectivity, Companion, Self Declare.*

**A. Introduction**

The guarantee of halal products is an essential thing for the people of Indonesia, considering that Indonesia is a country with a majority of its population as followers of Islam. In 2022, around 237.56 million people in Indonesia adhere to Islam. From this number, it proves that the percentage of the population in Indonesia who adheres to Islam is as much as 86.7% of the total population in Indonesia (Nurhuda, 2022: 67).

In Islamic teachings, consuming halal products is a form of carrying out Allah's commands. (Putra dkk., 2022: 32). One of Allah's commandments in the holy book of the Quran is the command to eat halal food and good food. This has been explained in the Qur'an, namely in Q.S. Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلْالًا طَيِّبًا ۚ وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

"O man, eat some food on earth that is lawful again, and do not follow the steps of Satan. Verily, he is to you a real enemy." (Kemeterian Agama, 2019: Q.S. Al Baqarah: 168).

In Indonesian standardization, more is needed for a product to be declared halal, only with a statement from a business actor and without a halal check from someone assigned a task. A product that has been officially declared halal can be identified by the halal label attached to it after the product has already had a halal certificate. A halal certificate is proof that a product has passed several procedures to be declared halal (Putra dkk., 2022: 34). But at this time, there are still many business actors who do not know about the halal certification process. (Hamidatun & Pujilestari, 2022: 78). This happens due to several factors: business actors who do not care about their products, consumers who do not prioritize the presence or absence of halal certificates, and the perception of expensive halal certification registration costs. (Subiyantoro dkk., 2021: 102).

Recently, the government issued a regulation on halal product certification through the Halal Product Assurance Organizing Agency. One of the provisions in the regulation is the obligation of halal certification for micro and small businesses based on the statement of business actors or self-declaration at zero cost or free. This Self Declare program is a halal certification program specifically for micro and small businesses that meet the criteria to join this program. To get this halal certificate, micro and small businesses are given an estimated time from the beginning of submitting it until it is issued. It is targeted to be completed within 12 working days. The existence of this regulation is a protection from the government to Muslim consumers. For the realization of this regulation, the government then gave tasks to Halal Product Process Assistance Institutions, one of which is the LP3H Halal Center of University PGRI Banyuwangi to carry out halal product process training to halal product process assistants who then play a role in assisting MSE actors in carrying out halal certification. A Halal Product Process Companion is someone who has been trained to assist the halal product process, as well as verify and validate the halal statement of business actors (Putri dkk., 2022).

So far, the number of Micro and Small Enterprises in Indonesia has rapidly increased. However, not all Micro Enterprises can access halal certification facilities from the government. The criteria for Micro Business Actors who can get free halal certification (Fitri, 2023), that is:

1. Have a business master number
2. Simple production process
3. Has a maximum turnover of Rp. 500 million per year
4. Using halal ingredients
5. Have a maximum of 1 sales outlet
6. Have been in production for at least one year
7. Does not contain elements of slaughtered animals.

Based on data from the Halal Product Assurance Organizing Agency in 2022, there are around 16 Halal Product Process Assistants (P3H) under the auspices of LP3H HC University PGRI Banyuwangi who assist Micro and Small Enterprises that meet the criteria of the self-declare program and are entitled to access halal certification facilities in the Banyuwangi Regency area. The Data on the Number of Halal Product Process Companions (P3H) is as follows:

Table 1. Number of Halal Product Process Companions at LP3H Halal Center, University PGRI Banyuwangi

No	Name	District	No. Registrasi
1	Fazza Rousi	Purwoharjo	2302014485
2	Masruroh	Purwoharjo	2302013951
3	Imam Mustakim	Muncar	2302009701
4	Khusnul Fauron	Muncar	2302007572
5	Syafaat, S.H. M H.I.	Muncar	2302009886
6	Ahmad Jauhari Fadli	Cluring	2302006648
7	Lailia Mufida	Cluring	2302011313
8	Dalilatus Saadah, S.H.I.	Genteng	2302002394
9	M. Zaenal Abidin	Genteng	2302005331
10	Uswatun Khasanah	Genteng	2302014813
11	Abdul Rhobin	Kabat	2302008422
12	Hidayatus Sofyan	Songgon	2302011434
13	Moh Husnan	Songgon	2302008923
14	Ahmad Sidik	Kalipuro	2302011500
15	Ali Maqi	Kalipuro	2302006477
16	Sunandi	Blimbingsari	2302005599

Source: HC Document of PGRI University Banyuwangi.

Based on data on the number of MSE actors in Regency Banyuwangi, it is considered quite important to carry out effective assistance by HC halal product process assistants at University PGRI Banyuwangi to increase the effectiveness of assistance and realize the quantity and quality of halal certification in Regency Banyuwangi. This is a good opportunity for the creation of a good Halal Industry Ecosystem in Regency Banyuwangi.

Awareness of halal products, product quality, and affordable prices can increase sales. The Halal Product Assurance Organizing Agency (BPJPH) 2022 has planned a program of 10 million halal-certified products through the self-declare scheme, or Free Halal Certification (SEHATI), as an acceleration program towards mandatory halal product certification (Menteri Agama, 2023). Halal Product Process Assistance (P3H) plays a significant role in assisting, verifying, and validating halal statements by business actors. Product Process Assistance (P3H) must begin with the determination of Halal Certified Obligations for MSE actors based on the business actor's statement with the Halal Product Process Assistance Agency (LP3H), which houses the Halal Product Process Assistance (Arifin, 2023). Based on the Regulation of the Minister of Religious Affairs (PMA) Number 20 of 2021 concerning Halal Certification for Micro and Small Enterprises (MSEs), it is stated that for the implementation of the Halal Self-Declaration Certification Scheme, a Halal Product Process Companion (P3H) is required (Menteri Agama, 2023).

Halal products, including food, medicine, and goods, are necessary for Muslim business actors. Halal-certified products are in demand not only by the Muslim community but also by non-Muslim communities because halal-certified food is ensured to be healthy. Halal certification is essential for religious and regulatory compliance and business management, especially in the food and beverage industry. In order to accelerate the implementation of the Free Halal Certification Program (SEHATI), it is necessary to assist the process of halal products in all regions of Indonesia, including the Regency Banyuwangi.

This research is necessary considering that, so far, there still needs to be more research on the effectiveness of the role of halal product process companions in providing halal certification assistance to micro and small enterprises (MSEs) through self-declare programs at zero cost.

## **B. Results and Discussion**

### **1. Training and Coaching of Halal Product Process Companions**

Halal Center of PGRI University Banyuwangi, as a Halal Product Process Companion Institution, one of its tasks is to train and recruit prospective Halal Product Process Companions. So far, the Halal Center of PGRI Banyuwangi University has conducted several online and offline training sessions for prospective Halal Product Process Companions, with competent speakers in their fields. Halal Product Process Companion Training is carried out per KEPKABAN No. 135 of 2021 for 1,200 minutes divided into three days.

The stages of training for Halal Product Process Companions carried out by the Halal Center of University PGRI Banyuwangi refer to and are by KEPKABAN No. 135 of 2021, which are as follows:

- a. Participant recruitment
- b. Notification of the implementation of the training
- c. Implementation of training
- d. Determination of participant graduation
- e. Issuance of a certificate of graduation.
- f. In the Halal Product Process Companion training, several materials are submitted to prospective Halal Product Process Companions, including the following: Halal Product Assurance regulatory policy.
- g. Islamic Sharia provisions related to Halal Product Guarantee.
- h. Understanding related to assistance, such as objectives, functions, codes of ethics, and technical communication.
- i. Material knowledge.
- j. Halal Product Process Flow.
- k. Verification and validation.
- l. Digitization of halal certification applications.

Halal Center of University PGRI Banyuwangi, as a companion institution for halal product processes and training and recruiting prospective companions for the halal product process, is also active in coaching Halal Product Process Companion resources. The coaching carried out by the Halal Center of University PGRI Banyuwangi is carried out offline through video conferencing and WhatsApp groups.

This coaching aims to foster further related to the performance that the Halal Product Process Assistant has carried out. In carrying out this coaching, Halal Product Process Assistants are allowed to ask about difficulties or problems experienced by companions during practice in the field. In addition, this coaching also aims to upgrade the latest knowledge and information related to the halal certification assistance process. With

this coaching, the Halal Products Process Companion will be optimized to carry out its duties and achieve the purpose of assistance.

## **2. The Role of Halal Product Process Companions in Carrying Out Halal Product Certification Assistance**

A halal product process companion is someone trained to assist, verify, and validate the statements of business actors who have been accompanied. When carrying out mentoring, how companions carry out socialization is undoubtedly different. From the research that the author conducted, there are several ways of assistance in carrying out socialization and education to the community, including:

### **a. Using social media tools**

Using this social media facility, the companions usually socialize and educate business actors using social media such as Instagram, Facebook, and WhatsApp. This is what was revealed by several informants who were interviewed, authors.

"If my socialization is still the first on social media via Facebook, then on Instagram, there is also a WA story, I share making flyers" (Fazza Rousi, 4 Desember 2023).

"I'm more interested in the internet, like Google Maps. There is a contact person, later contacted given information, then later if you want, promise me to come home" (Masrurroh, 5 Desember 2023).

Other informants did the same thing. In socializing using social media, a companion usually uses attractive pamphlets or flyers to get readers' attention. This is in accordance with what was revealed by the informant as follows.

"The first one was by distributing pamphlets on social media mba', then someone contacted me so for socialization online" (Imam Mustakim, 5 Desember 2023).

### **b. Establish cooperation with organizations or social groups in the community**

From the data obtained by the author, in addition to using social media facilities, a companion of the halal product process usually carries out socialization and education for business actors by collaborating with organizations or social community groups. Cooperation is carried out by holding a socialization event for business actors and members of organizations or social groups. This is in accordance with what was conveyed by several informants who have been interviewed below.

"Then I also joined ASPIKMAS, which is important for establishing massive social media friendships. Enter many communities. Whatever community is called people, there must be an effort, so enter any community, enter the community, establish friendship" (Fazza Rousi, 4 Desember 2023).

The same method was used by other informants whom the authors had interviewed. Usually, a companion of the halal product process also uses his activity as a member of organizations or social groups both in the village where he lives and in other

villages, such as the association of PKK mothers and POKDARWIS. One of our informants revealed this:

"Because I am a mother, the socialization to the PKK is the same as dervishes, it has only been 3 times" (Masruroh, 5 Desember 2023).

c. Visit the location of business actors directly

From the data, the author gets, in addition to using social media and joining and collaborating with social groups or organizations. It was found that socialization and education are done directly by visiting the business location. Usually, business actors know the location of these business actors through the Google Maps application or information from friends, and some know the location of business actors when the companion is passing a road, then at the same time visit the location of the business actor. This is what the following informant said.

"I have not entered official forums, directly to homes, come to provide knowledge, starting in 2023 all products must be halal certified" (Imam Mustakim, 5 Desember 2023).

In the excerpt, the third informant conducts socialization and education by visiting the location of business actors directly. The socialization and education carried out by this third informant are different from those of the previous informant, who used social media and collaborated with social groups or organizations in carrying out socialization and education to business actors. Other informants used the same method as quoted in the following interview.

"If I myself was the beginning, I got information that there were business actors who wanted to register it from friends, then I went to his house to do further education and socialization" (Khusnul Fauron, 6 Desember 2023).

"It just so happened that it was at IBIL together, so I often chatted. Then I happened to know that his parents had a business so I didn't offer it." (Syafaat, 4 Desember 2023).

Based on this information, the fifth and eighth informants also conducted socialization and education by visiting business actors directly. Information about the location of business actors is obtained from friends. The same method was also used by other informants, as quoted from the following interview.

"Nggolet neng google maps, then engko accompanied maring alamate. Nek doesn't know if through a business actor is not happy" (Syafaat, 4 Desember 2023).

Based on this information, the sixth and seventh informants also conducted socialization and education by visiting business actors directly. However, they get information related to the whereabouts of business actors from someone other than

friends or family. The exciting thing is that the sixth informant took the initiative by utilizing Google Maps technology to know the location of business actors.

At this time, there are indeed many business actors who put up address signs from their businesses. Of course, the address sign on the Google Maps application helps consumers discover business locations for business actors in the vicinity. Not only did he utilize Google Maps application technology, from the narration of the sixth informant, but he also took the initiative to provide socialization and education to business actors on the roadside he passed.

After discussing the socialization process carried out by the Halal Product Process Companion above, the author will discuss the material delivered by the Halal Product Process Companion to the accompanying Business Actors. From the interview process conducted by the author, several data were found as follows.

"The material presented was first how to apply for a halal certificate, then anything that can be submitted, then for the issue of free fees. PU writes what the material is, then what product it is, we will check about it or not" (Fazza Rousi, 4 Desember 2023).

"The most standard and easy-to-understand product halal knowledge, rich in ingredients, etc. Then, the requirements for making halal certification for free" (Masruroh, 5 Desember 2023).

"I provide knowledge. Starting in 2024, all products must have halal certificates. If there is no halal certificate, it cannot be widely circulated. Any ingredients" (Imam Mustakim, 5 Desember 2023).

From several companion narratives of the Halal Product Process, it is known that the material presented is quite complete, starting from the regulation of halal certification obligations, halal and haram explanations, explanations related to production materials by self-declaration criteria, and explanations of the process of applying for halal certification. After socialization and education, there was a response from business actors that the author knew through excerpts of interviews with business actors who had been accompanied.

"Yes, the response is grateful. Yes, such legality is also necessary for those who sell packaging products, right? It is necessary that with the halal certificate, consumers feel safer, more comfortable, more confident that the products consumed are halal" (Rahmad, 10 Desember 2023).

"My response is yes immediately. Because the first one is free, well, I continue to be curious about my mas, so I will try it" (Anita Dewi, 11 Desember 2023).

"My response was that I didn't believe it, but I didn't think about it. To boost mba' sales, our consumers, if they know it is halal, will definitely be more convincing." (Nur Sari, 11 Desember 2023).



From several informant narratives that the author got through interviews, the majority of informants' responses were enthusiastic. However, there is something unique here; the consumers interviewed all answered that they were interested in advancing or increasing the value of the products produced. With the increasing value of the products produced, business actors hope for a positive trend in sales in the future. Of the several informants interviewed, no one answered that the reason for business actors was the obligation of halal certification for products produced and circulated in Indonesian territory. Many informants need to learn about the obligation of halal certification. The author knows this from the narration of some of the following informants.

"If I am for the convenience of consumers, the term must be" (Rahmadewi, 12 Desember 2023).

"Yes, it is mandatory, for marketing, so the sector becomes wider. If without a halal certificate, sometimes we have obstacles too, so for market needs too" (Risqi Utami, 10 Desember 2023).

From some of the narratives above, it is known that some business actors still need to learn the obligation of halal certification in Indonesia. According to the narrative conveyed by some of the business actors above, they feel that there is a halal certificate on the product only for market demands such as wanting to enter their products into supermarkets, supermarkets, etc. In addition, it is only for consumers' convenience and adds value to the products produced.

Table 2. Process, socialization materials, and responses of business actors

Informant	Process	Material	Business Actors' Response
Fazza Rousi	Online socialization and education And through seminars with social groups	How to apply for a halal certificate, Product classification that can be submitted through the self declaration program, Fees for submitting a halal certificate through the self declaration program.	Willing to apply for halal certificate.
Masruroh	Online Socialization and Education	Benefits of halal certificate, Requirements for submitting a halal certificate for self-declaration program, Conditions in	Willing to apply for halal certificate.

		accordance with self-declare criteria.	
Imam Mustakim	Online socialization and education And through seminars with social groups	Product halal knowledge, Criteria for appropriate production materials, Requirements for submitting halal certificates, Certificate submission fees.	Willing to apply for halal certificate.
Khusnul Fauon	Socialization and education by visiting business actors directly	Knowledge of halal certification obligations in 2024, Knowledge of ingredients that are in accordance with self-declaration criteria.	Willing to apply for halal certificate.
Syafaat, S.H. M H.I.	Socialization and education by visiting business actors directly	Knowledge of halal certificate obligations, materials in accordance with self-declaration criteria, requirements for submitting a halal certificate for self-declaration program.	Willing to apply for halal certificate.

Source: PPH 2023 Companion Interview.

### 3. The Role of Halal Product Process Companions in Accompanying Halal Certification Submissions

The role of the Halal Product Process Companion is to conduct socialization and education for business actors. The next step is to accompany the process of applying for halal certification for business actors. At this time, the process of applying for halal certification is carried out online through the official website created by the Halal Product Assurance Organizing Agency, namely the Si Halal website. In applying for halal certification registration, several requirements must be met to be input into the Halal system. Each companion has a different way of assisting in this process. From the author's findings through direct interviews with Halal Product Process Assistants, there are two ways to do this, including the following:

- a. Representing the Halal Certification Application Process to the Halal Product Process Companion

The halal certification submission representative in question submits all the requirements needed in the submission process to the halal product process assistant. In this case, it means that business actors do not know directly the process of applying for halal certification carried out by the Halal Product Process Assistant. This method was revealed by several informants whom the author interviewed, as follows.

"Helped, if it is helped still. Yes, if most business actors don't want to be complicated, sometimes, especially in the system at Si Halal, if business people don't know IT, they are confused" (Fazza Rousi, 4 Desember 2023).

"Not mba', but there is one client. Well, he is also a lecturer at University PGRI Banyuwangi. He worked on it himself, and it was also a long time" (Masruroh, 5 Desember 2023).

From the data that the author gets, there are several reasons why business actors do not apply for halal certification independently through the Si Halal website. The first reason is the need for business actors to understand the online registration system through the Si Halal website. This cannot be denied because many business actors need help understanding the technology and want to understand it because they think the process is too complicated, so they hesitate to learn more deeply. Then the second reason is the companion's concern about mistakes made by business actors. This is done because the companion does not want a return of halal certification applications, which will prolong the mentoring process and the issuance of halal certification.

This recognition is justified by business actors who are accompanied; the following author quotes information provided by business actors through interviews that the author conducted with business actors.

"Who proposed a companion, Sir, because at that time I had a lot of business in the organization, so I didn't open the laptop to get rich" (Risqi Utami, 10 Desember 2023).

"Yes, use the system, but the one who registers is the Sis. We just give you an email. Then other files needed later sis-sis are input to the system" (Rahmad, 10 Desember 2023).

From the recognition of business actors above, the author gets data that business actors need to understand technology or online submission systems when applying for halal certification. In addition to not knowing, business actors need more time to register independently, which is quite time-consuming and difficult.

#### b. Conduct Independent Submission accompanied by a Halal Product Process Companion

In applying for halal certification, from the data I got through interviews, several Halal Product Process Assistants still needed to represent business actors fully. This

means that the existence of the Halal Product Process Companion is only limited to assisting business actors by providing direction related to the stages that need to be carried out by business actors.

"Business actors apply for halal certification directly accompanied on the spot" (Khusnul Fauron, 6 Desember 2023).

"I asked for myself, but I didn't want to talk about it, with my friends. Directing business actors" (Imam Mustakim, 5 Desember 2023).

"Yes, if you apply for halal certification, you will do it together" (Syafaat, 4 Desember 2023).

From the narration of some of the informants above, the author knows that not all business actors apply for halal certification through the Halal Si website represented by the Halal Product Process Assistant. However, some are in the submission process independently while still being accompanied and directed by the Halal Product Process Assistant. The statement is also the same as expressed by business actors who have received the following halal certification assistance:

"Together with sis, so I'm curious to want to understand too" (Nur Sari, 11 Desember 2023).

"Together with sis, I am the one who clicks while being directed by the companion" (Rahmadewi, 12 Desember 2023).

In the process of accompanying the submission of a halal certificate, the companion takes an estimated time from starting to accompany business actors to prepare submission files and process the submission of halal certificates until the halal certificate comes out. From the interview process that the author has conducted, data related to the estimation of the halal certification process are obtained as follows.

"From the assistance, continuing to collect files and verval can be completed in one hour for one business actor, but the obstacle is between the application process and the issuance of a halal certificate, which can take one to three months. So far, the system problem is that trouble mas trouble more than one month, so there is no change in the status of the application" (Imam Mustakim, 5 Desember 2023).

"If I was yesterday, because of problems with the system, there was an update to the halal system, so it has not been published for more than three months. For the process of preparing files, submission and verification, it's a while, but sir, 30 minutes have been completed" (Amrido Asa, 4 Desember 2023).

Table 3. The Role of Halal Product Process Companions in Assistance in Halal Certificate Submission

Informant	Form/How to	Required time	Result
Fazza Rousi	The submission	Certificates can be	70 Halal

	is represented by a companion	issued up to one month	Certificates issued.
Masruroh	The submission is represented by a companion	Certificates can be issued up to two months	25 Halal Certificate issued.
Imam Mustakim	The submission is represented by a companion	Certificates can be issued up to three months	2 Halal Certificate is still in the process of being constrained by system problems.
Khusnul Fauron	The submission is represented by a companion	Certificates can be issued up to one month	10 Halal Certificate issued.
Syafaat, S.H. M.H.I.	Submission is accompanied directly by a companion	Certificates can be issued up to one month	4 Halal Certificate issued.

Source: PPH 2023 Companion Interview.

#### 4. The Role of Halal Product Process Companions in Carrying Out Verification and Validation of Business Actors' Halal Statements

The role of assisting the halal product process, in addition to conducting socialization and education to business actors and assisting in submitting halal certification, is to verify and validate halal statements of business actors. This verification and validation is done to check the correctness of halal statements from business actors. In carrying out this activity, Halal Product Process Companions must be careful in checking the materials and tools used in production, the processes carried out in production, and the place or location in carrying out the production process. From the research that the author conducted, it was found that each Halal Product Process Companion uses different methods in carrying out this task. There are several ways that the Halal Product Process Companion does, among others, as follows.

##### a. Verify and validate directly

Carrying out verification and validation directly means that the Halal Product Process Companion comes directly to the production site to verify and validate. According to the author, this method is considered more qualified. By seeing it directly in the choir, there will be minimal lies committed by business actors. The use of this method was carried out by several informants whom the author met as follows.

"To his house sis, come directly to his house later the business actor shows the materials used also continue to explain the process and place of production" (Masruroh, 5 Desember 2023).

"It came to me about bahane is still doubtful that it is rich in bulk oil, right? It should not use bulk oil" (Imam Mustakim, 5 Desember 2023).

b. Verify and validate online

In online verification and validation, the Halal Product Process Companion usually uses Whatsapp media, either via video calls, telephones, or chat, and sends photos as evidence. Some of the following Halal Product Process Assistants revealed this.

"If the verval is from home by phone because it is troublesome there are also those at home, some are everywhere" (Fazza Rousi, 4 Desember 2023).

"But some are just by whatsapp sis" (Masruroh, 5 Desember 2023).

From the interview above, the Halal Product Process Companion must carry out verification and validation activities online because of limited time constraints and mileage between business actors accompanied by Halal Product Process Companions, which are far away. In doing this, Halal Product Process Companions need to get accurate data from business actors to maintain the halal quality of the products produced. The statement expressed by the companion of the halal product process above is validated by the statement expressed by the business actor the author interviewed below.

"No, sis; only through whatsapp in photos like that's sis" (Rahmadewi, 12 Desember 2023).

"Not sis, just not taking pictures of ingredients, production sites" (Anita Dewi, 11 Desember 2023).

From the expressions of business actors when the author conducted an interview, it is known that it is true that the Halal Product Process Companion who accompanies them is not directly to verify and validate. The companion carries out the verification and validation process through WhatsApp media, either by making video calls or sending pictures or photos through the chat feature. This is not a problem, considering that a Halal Product Process Companion is only a person who participates in the development of the halal industry; it means that they also have a primary profession besides being a Halal Product Process Companion. So, for the sake of time and distance efficiency, according to the author, the online examination is legitimate, with a note that you remain a critical and conscientious companion.

Establishing halal product quality is one of the objectives of verifying and validating the halal statements of business actors. The forms of halal quality in question are determining production raw materials that are of definite halal quality and proven by

using products that already have halal guarantees, carrying out production processes by Islamic law, namely by using sacred production tools from unclean, and paying attention to production sites from areas that are potentially affected by unclean. The following data was obtained from interviews I conducted with business actors.

"Yes, no, sis, I am pure coffee without sugar, so coffee is just coffee" (Risqi Utami, 10 Desember 2023).

"Oh no, because it's consistent in using flour. There is already a halal logo" (Rahmad, 10 Desember 2023).

The expressions of several business actors who have received halal certification assistance reveal no change in the materials used in production. This means that the materials produced are safe in terms of halal, which is known from the halal guarantee attached to the materials used for production. As for the ingredients used and not yet certified halal, they are produced directly from nature or often referred to as positive list ingredients.

Table 4. The Role of Halal Product Process Companions in Verification and Halal Certificate Application Validation

Informant	Form/How to	Required time	Result
Fazza Rousi	Using the Video Call feature and some only use the whatsapp chat feature	Halal product process assistants see raw materials, production sites, and listen to explanations of the production process through video calls. And some are only through photos sent by business actors.	Business actors use raw materials that are in accordance with the provisions of halal certification regulations.
Masruroh	Directly visit the place of business actors and some via whatsapp	Halal product process assistants visit the location of business actors to carry out verification and validation related to the ingredients, processes, and places used. As for when using whatsapp media, the companion verifies and validates based on photos sent by business actors.	Business actors use raw materials that are in accordance with the provisions of halal certification regulations.
Imam Mustakim	Directly visit the place of business	Halal product process assistants visit the	Business actors use raw

	actors	location of business actors to carry out verification and validation related to the ingredients, processes, and places used.	materials that are in accordance with the provisions of halal certification regulations.
Khusnul Fauon	Using the Whatsapp Video Call feature	Halal product process assistants see raw materials, production sites, and listen to explanations of the production process through video calls.	Business actors use raw materials that are in accordance with the provisions of halal certification regulations.
Syafaat, S.H. M H.I.	Directly visit the place of business actors	Halal product process assistants visit the location of business actors to carry out verification and validation related to the ingredients, processes, and places used.	Business actors use raw materials that are in accordance with the provisions of halal certification regulations.

Source: PPH 2023 Companion Interview.

## 5. Effectiveness of Halal Product Certification Assistance Program Self-Declare in Regency Banyuwangi

Based on the theory the author uses in writing this thesis, several indicators are used to find out about effectiveness. Some indicators used include the success of the target, the success of the program, and the satisfaction with the program.

### a. Goal success

Based on the results of research conducted in March 2023, the PPH Halal Center Companion of University PGRI Banyuwangi is considered successful in achieving the targets of the self-declaration halal certification program. The target of this self-declaration halal certification program is micro and small businesses with certain criteria that the author has explained above. This can be seen from the willingness of micro and small businesses to provide halal legality to the products produced by applying for halal certificate registration accompanied by the PPH Halal Center Companion of University PGRI Banyuwangi.



b. The success of the program

From the results of research conducted in March 2023, the PPH Halal Center Companion of PGRI Banyuwangi University is considered capable of meeting the success indicators of the program. This success can be seen by the existence of a halal certificate that has been successfully issued. However, when viewed in terms of the estimated time of submission until the halal certificate is issued, this cannot be said to be successful. From the results of the research that has been conducted, most PPH Companions who have been interviewed revealed that the estimated time from submission to halal certificate issuance is approximately 1 to 2 months. From this, the achievements made still cannot be achieved by BPJPH, which is for 21 days. This happens because of several factors, including problems and improvements to the Halal system that take a long time, input errors made by business actors, and lack of companion knowledge on system updates or frequently updated submission methods.

c. Satisfaction with the program

Based on the research results conducted on several informants of business actors who have received assistance, it is known that business actors are satisfied with the program. From the expressions of business actors, it is known that business actors are satisfied because of several benefits obtained by business actors, including business actors not being charged registration fees or being free, and the submission or registration process being easy because PPH Companions accompany them. The existence of this halal certificate can be used to brand the products produced and gain the trust of consumers further.

### **C. Conclusion**

In order to create practical halal certification assistance, companions use three ways to assist micro and small businesses in Banyuwangi Regency. The three ways include utilizing social media facilities, collaborating with social groups or organizations, and visiting the location of business actors directly. The assistance carried out by PPH Companions is known to impact the halal awareness of business actors; this can be seen in more attention related to the materials used, the processes carried out, and the place used in production. In addition, halal awareness can also be seen from the willingness of business actors to provide halal guarantees on the products produced. The assistance carried out by PPH Companions is known to positively impact the number of halal certifications, which can be seen from several achievements of halal certificates that have been successfully issued. In addition, the quality of halal certificates is maintained, as can

be seen from the strict verification and validation process carried out by PPH Companions. However, there needs to be more records related to the estimated time of issuance of halal certificates; this is still a problem because it is not by the estimated time set by the government, which is 12 working days. There are several influencing factors, including problems with the Si Halal website system, incorrect input of submission files made by business actors, and the need for accuracy of companions when validating submission data.

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